



# IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Vol. XV, No. 3

February 1955

## CLOSE 3 IBS STATIONS

### Program Dept. Announces 2 Top Personnel Changes

Two major personnel changes have taken place in the IBS Program Department in recent weeks. Howard Hansen, long-time System Program Manager, has moved into the position of Director of Program Research, while Willett Kempton has taken over his duties as Program Manager.

Mr. Kempton is head of the Department of Communications at American University, Washington, D. C. He formerly taught at the University of Georgia and was connected with the Office of War Information during World War II. Before joining the staff at American University he was radio director for the Department of Interior.

The new Program Manager will work on a limited basis this year and then take over completely in the fall.

Mr. Hansen's resignation as Program Manager was accepted with reluctance by George Abraham, IBS President. However, as Director of Program Research he will remain active in System program projects. Mr. Hansen will also continue to conduct the annual Clinic for Campus Stations in connection with the Institute for Education by Radio at Columbus, Ohio.

### IBS May Revise Rates

The Governing Council of IBS is considering a revision of the System rate card. The new rates have been designed to simplify the rate card for the advertiser and to change the spot rate to guarantee that spot business will be made to pay for itself.

The new card will be released to all stations if it is approved by the Governing Council.

### Spot Illegal Signal In Minnesota, Texas

I. B. S. has been advised of the closing of three member stations by the FCC for an illegally radiated signal. The stations were ordered to cease operating and undertake immediate corrective measures. Two of these stations are in Minnesota, one is in Texas.

This action by the FCC may indicate that the widespread checking of campus stations in order to secure data in connection with the Commissions Notice of Further Proposed Rule Making is now under way.

Campus-limited stations must be operated under Part 15 of the Rules and Regulations which limits radiation to about 250 feet from all r. f. lines making up the transmission system of the station. Check the specific regulation in the IBS Technical Code which you can find in the Station Executive's Handbook.

According to Richard Crompton, IBS Engineering Director, stations have been closed down at the rate of about one a semester before the current FCC inspection drive got under way.

Mr. Crompton goes on to say that these recent inspections have encompassed the four corners of the country, and are not a localized move.

He emphasizes that wilful violations aimed at coverage of a larger audience will ultimately cause hardship to the station and to the cause of college radio. No time would be more appropriate than the present for each station to undertake its obligation to the fraternity of college radio and make certain that it is within the limits of the law.

IBS advises that if you are visited by the FCC you should treat the inspector

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Yearly subscriptions, \$1.

## Script Variety Available Through St. Louis Library

One of the most valuable System services available to IBS members is the IBS Script Library, which is located at St. Louis University and administered by Charles P. Paterson.

The Library makes available a wide variety of scripts, having on hand comedy, health, juvenile, mystery, religion, biographical and dramatic material of different lengths.

All member stations should have received an IBS Script Catalog and supplements in which are listed the available scripts.

Mr. Paterson would welcome any suggestions or comments on the service, as well as inquiries from stations interested in securing one script or a series of scripts. You can reach him by writing to Charles P. Paterson, IBS Script Library, St. Louis University, St. Louis 8, Missouri.

## Handbook Added

A new handbook has been added to the growing list of System station aids with the mailing of the Traffic Handbook to all member stations.

The Handbook was written and compiled by Thomas M. Blaisdell, Sales Promotion Manager. It is designed to help System stations keep better logs and have a better organized and more efficient organization.

It contains suggestions for setting up a traffic control system and sample forms instrumental in carrying out the daily station routine.

The new addition supplements the information in the Program Production Handbook and the Sales Handbook. Together the three handbooks cover the fields of programming, selling commercials, and scheduling them both on the station.

## IBS Earns Citation for Educational TV

The National Citizens Committee for Educational Television presented a citation to IBS in appreciation for the System's contribution to the movement for educational television.

The citation was accepted by George Abraham, IBS President, at the meeting of the IBS Capital Region (Region 5).

The Citation reads:

"To Intercollegiate Broadcasting System, for pioneering vision and outstanding public service in helping to bring to the American Community the advantages of educational television" and is signed by Robert R. Mullen, NCCET, Executive Director.

## National Business Increases

IBS continued to pick up additional national spot business during the past month.

R. J. Reynolds Tobacco Company made two separate buys on a total of 15 IBS member stations, and the New York Telephone Company bought time for one-minute live spots on 11 stations which are included in its business area.



*Jo Ann Benton, winner and Donna Jean Johnson, one of four other contestants in the KU Miss Santa Contest being interviewed on the KDGU "Go or Goof" show.*

## KDGU Picks Miss Santa

Station KDGU, the University of Kansas, has recently concluded a promotion campaign which selected Miss Santa. The winner was awarded over \$170 in prizes donated by local merchants.

KDGU had the cooperation of the University Daily Kansan, which paper carried a full account of the contest and selection of candidates.

The contest proved so successful that KDGU will probably make it an annual Yuletide event.



#### Region 4—

## Convo at WLRN

Eight college stations were represented at the annual IBS Region Four Convention held at Lehigh University Saturday, December 4, 1954.

WLRN, Lehigh University, was host to those attending. Henry Taylor, newly appointed Regional Director for IBS, acted as Chairman.

The program included an explanation by IBS Publicity Director Walter Hoefer about how IBS can help members to obtain professional jobs after being graduated from college.

Robert Vance, Sales Manager of CRC, discussed the problems connected with getting national advertising for college radio.

In addition there were discussions concerning programming, engineering and advertising, as well as talks on radio drama production and the need for fresh ideas in radio.

Muhlenberg and Villanova Colleges were guests of IBS at the meeting. Neither is a member of the System.

New regional officers elected at the meeting are Walt Briggs of Lehigh, Advertising Director, and Ken Pitman of Bucknell, Program Director.

## Gain Full Member; 4 on Trial Status

In recent weeks one station has been advanced to full member status, while four new stations have been added to the trial status group. The new full member is WRUV at the University of Vermont.

The new trial status groups include KTTC, Texas Technological College; Franklin College in Franklin, Indiana; WMHB, Colby College, Waterville, Maine; and WUVA, University of Virginia.

In addition to these four new members the System has had an inquiry from Western Reserve University concerning possible IBS membership.

## School Papers Aid Member Station

One of the best ways for stations to promote their programs is through their campus newspaper. This is the means employed by many member stations.

Stations KDUP, University of Portland, Portland, Ore., and KOCU, Creighton University, Omaha, Neb., have succeeded in placing columns covering station activities in their respective campus papers.

Both have found these columns to be very popular and therefore useful in keeping their call letters and station events before the student body.

All stations are advised to explore the possibility of having their campus newspapers agree to carry a radio column.

## Contest Deadline to Feb. 15

Thomas Blaisdell, IBS Sales Promotion Manager, announced the extension of the closing date in the local Success Story Contest to February 15, 1955.

Mr. Blaisdell stated that the earlier closing date did not take into account the fact that examinations would interfere with the submission of many entries.

## Cancel University Library; Shortage of Suitable Disks

College Radio Corporation has announced that the RCA University Library Program series has been discontinued as of December 31, 1954.

CRC credited increasing difficulties in securing suitable records as the principal cause of the cancellation. A new effort is being made to find a sponsor for a classical music program.

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respectfully and do what he says. If your operation is found to be illegal, find out what you can do to correct the situation.

After making the changes that are necessary, you may return to the air in order to make field strength measurements to determine whether or not you now are within the requirements of Rule 15.

The assistance of the IBS Engineering Department is available to all member stations.

# Appoint Henry Taylor As Regions Coordinator

The appointment of Henry Taylor as Regions Coordinator for the System has been announced by IBS. Mr. Taylor was Regional Director for Region 4 prior to his new appointment. He is connected with WLRN, Lehigh University in Pennsylvania.

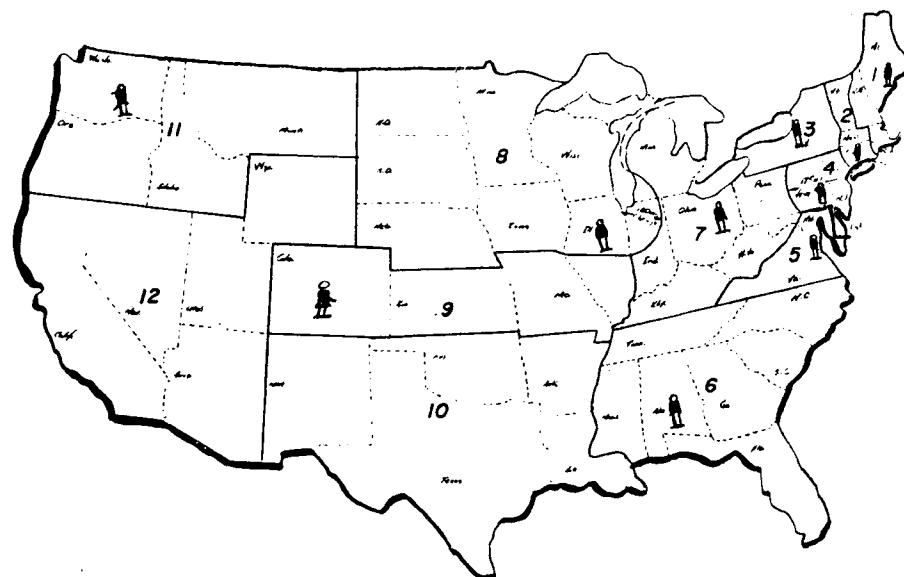
The selection of a new Regions Co-ordinator re-emphasizes the fact that the basis of the organization of the IBS Network is its regional nature.

IBS has instituted the regional system so that it will always be responsive to the needs and desires of individual station status. Generally the System is governed by a Governing Council of 12 regional directors. These directors are undergraduates associated with an IBS station in the region they represent.

Ideally the regional director is in close contact with all member stations in his region and operates as a liaison between stations and the System staff.

The new Regions Co-ordinator has already contacted his regional directors with the aim of stimulating more individual activity. He is available to answer any questions and give advice or suggestions and help in any way he can.

Member stations are advised to contact their regional director if he has not as yet contacted them. You will find below a listing of the 12 IBS regions, complete with the names and locations of regional directors for each. This regional arrangement went into effect September 1, 1953.



## NAMES OF REGIONS

1. Eastern New England
2. Western New England
3. Empire
4. Middle Atlantic
5. Capitol
6. Southern
7. Eastern Central
8. Central
9. Mid-states
10. Southwestern
11. Northwestern
12. Western

## DIRECTOR

S. Zalman Colodny	
Thomas E. Bolger	
Alan G. Greene	
Henry W. Taylor, Jr.	
Stuart R. Krasner	
Robert J. Robin	
Victor G. Horn	
Glenn B. Matthews	
Richard C. Reed nt	
Temporarily vacant	
John N. Garner	
Temporarily vacant	

## LOCATION

Bowdoin College - Brunswick, Maine	
Trinity College - Hartford, Conn.	
Union College - Schenectady, N. Y.	
Lehigh University - Bethlehem, Penna.	
The American Univ. - Washington, D. C.	
Univ. of Alabama - University, Alabama	
Miami University - Oxford, Ohio	
Wheaton College - Wheaton, Illinois	
Univ. of Denver - Denver, Colorado	
Eastern Washington College of Education - Cheney, Washington	